

MEDFORD MAIL TRIBUNE

"Everybody in Southern Oregon Reads The Mail Tribune"

Published Daily Except Saturday by MEDFORD PRINTING CO. 21-23 North First St. Phone 2-6141

ROBERT W. RUHL, Editor
HERB GREY, Advertising Manager
E. C. FERGUSON, Managing Editor
ERIC ALLEN, Jr., City Editor
HARRY CHIPMAN, Telephone Editor
RICHARD JEWETT, Sports Editor
OLIVE STARCHER, Society Editor
JACK JACKSON, Sunday Editor
GERALD LATHAM, Circulation Mgr.

An Independent Newspaper
Entered as second class matter at Medford, Oregon, under Act of March 3, 1879

SUBSCRIPTION RATES
By Mail—In Advance: Per copy 10c.
Daily and Sunday—One year \$12.00
Daily and Sunday—Six months \$6.50
Daily and Sunday—Three months \$3.50
Daily and Sunday—One month \$1.25
Sunday Only—One year \$3.50
Sunday Only—Six months \$2.00
Sunday Only—Three months \$1.25
Sunday Only—One month \$0.45

Carrier—In Advance: Medford, Ashland, Central Point, Eagle Point, Jacksonville, Gold Hill, Phoenix, Shady Cove, St. Louis, Talent and on motor routes:
Daily and Sunday—One year \$15.00
Daily and Sunday—Six months \$8.00
Daily and Sunday—Three months \$4.50
Carrier and Dealers—5c per copy
All Terms Cash in Advance

Official Paper of the City of Medford
Official Paper of Jackson County
United Press—Full Leased Wire
MEMBER OF AUDIT BUREAU OF CIRCULATION

Advertising Representative:
WEST-HOLADAY COMPANY, INC.
Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B.C.

Flight o' Time
Medford and Jackson County History from the files of The Mail Tribune 10, 20, 30 and 40 years ago.

10 YEARS AGO
Nov. 19, 1944
(It was Sunday)
Roy Elliott, Medford fire chief, tells plans for annual firemen's ball, to be held Thanksgiving day eve at Oriental Gardens.

From Arthur Perry's Ye Smudge Pot column: Travel by auto is at a low ebb. A rural resident whose oldest boy piled a cord of fireplace wood three feet from a road, reports not a stick is missing.

20 YEARS AGO
Nov. 19, 1924
(It was Monday)
W. G. Chandler, who played a prominent part in the investigation of the DeAutremont case in 1924 involving the train robbery and quadruple murders at Siskiyou tunnel, elected sheriff of Siskiyou county.

Medford man declares that if the wife of the man who is stealing his wood pile will "carry it over to my place, I have a buzz saw and will cut it for her free, as it is no job for a woman or a lazy bum."

30 YEARS AGO
Nov. 19, 1894
(It was Wednesday)
"Imperial Wizard" of the Ku Klux Klan pays visit to Medford in "a special car, and konfers, konfides, and konfabs with officials of the Jackson county klavern."

Continual downpour brings Rogue river to highest level in six years; Emigrant Dam reservoir up 15 feet since first of October.

40 YEARS AGO
Nov. 10, 1914
(It was Thursday)
Fouts Grocery company in Medford offers coffee for 20 cents a pound, 100 pounds of fancy potatoes for \$1.30, and 16 pounds of sugar for \$1.

From the Local and Personal column: Saito, the well known laundry wagon driver, returned last night from a three weeks business trip to San Francisco. Saito is the manager of the Red Cross division of the Japanese people in this valley.

What's the Answer?
(Can You Get 4 of the 7?)
Copr. 1954. Editorial Research Report

1. At Washington social functions, the President enters a room first, followed by his wife, or follows her, or they enter side by side?

2. TV sets in the U. S. now come to about two for every three, four, five or six families?

3. The Old Testament contains more or fewer books than the New Testament, or the same number?

4. Name two of these Presidents married while in office: Washington, Tyler, Lincoln, Cleveland, McKinley, Wilson.

5. About one in every 10, 15, 20, 25 or 30 U. S. farms changes hands every year?

6. More money goes to a horse for winning the Kentucky Derby than to one for winning any other U. S. race, right or wrong?

7. Schizophrenia is an Italian card game, a mental disease, a Spanish dance, an Armenian dish, or a range of the Swiss Alps?

The Answers: 1. The President enters first, followed by his wife; 2. Two for every three families; 3. More; 4. Tyler, Cleveland, Wilson; 5. About one in every 20; 6. Wrong; 7. Mental disease.

Hogs trample and eat any snake they see, says the National Geographic Society. Their thick layer of fat protects them from bad effects of poisonous bites. Deer also stamp on any serpent.

A Matter of Understanding

What can be said to the parents of a child whose mind isn't as sharp or as clear as it should be?

There was a time when such children were hidden away, or hurried to an institution. The answer today is usually different.

THERE is new hope today for these "limited" children whose handicap is gradually becoming better understood and better handled. There is hope for a more nearly normal life—something which a not-quite-bright youngster of a few years ago had little hope to achieve.

And this is the first year that we recall that the story is being told, fully and frankly, and the problems and the heartbreak and the pain are being published for all to read.

THIS frankness, we think, is wise.

What problems of this kind need, more than anything, is understanding.

President Eisenhower and Governor Patterson have issued statements designating this week as "Mentally Retarded Children's Week," and while some such "weeks" are incongruous, this one is not, for the problem is big and needs attention.

The governor pointed out that, today, there are some 6,000 youngsters in Oregon who are mentally retarded. Many of them are the children of our friends and neighbors, here in Jackson county.

THE poignancy of mental retardation is known thoroughly only to those who are close to it. But others have a stake in the progress being made to overcome the worst aspects of this problem, which is so bitter and so close to so many.

It is because of this, and because only through the understanding of the public that the problem can be effectively tackled, that the new-found frankness in the field has developed.

In two upstate newspapers, the Eugene Register-Guard and the Oregon City Enterprise-Courier, there appeared editorials this week, inspired or written by the parents of children who are mentally retarded.

Contrary to what would have been true in the past, these parents were willing for their names to be used, for the full story of their personal tragedy to be told so that others might know.

THE Oregon City mother, after explaining the painful and distressing circumstances of early illness which caused the boy's brain damage, said:

Doesn't this explain, in a way, why most retarded children are spoiled? Most of them have been such little babies and all through their lives, we parents try so hard to shield them.

However, we can't succeed in protecting them from everything. Especially when his playmates are overheard to say, "Don't play with him, he's crazy," or they ask the taunting question, "Hey, kid are you nuts?"

Only a mother or father of a retarded child can understand the terrible hurt. It feels like something has taken your heart and squeezed tight.

Even in Sunday school, where kindness is so important, children will make fun of a retarded child and giggle and point.

She went on to explain how, finally, they discovered a school which would take the youngster, how he matured and developed and learned, slowly, the skills he will need just to get along in the world.

She added:

That is my story—a story of a mother who has a retarded child whom she loves very much. I'm telling you this story this week because this is National Association for Retarded Children week. The aim of the NARC is to enlighten the public and educate the millions of Americans about mental retardation.

Too often, people are scared or ashamed to admit having a retarded member in the family when in reality it should be treated as the illness which it is. People are not ashamed to admit their children have heart trouble, polio or even cancer.

THIS mother concluded her letter, "That is my story and the story of my little boy Jackie. We want nothing from the public but a little understanding. Please, won't you give us that?"

The Guard's editorial also passed along the plea for understanding, and pointed out that many parents are finding help and encouragement in working with parents of other limited children, and through the recently-organized National Association for Retarded Children.

THE problem also exists in Jackson county, where one of the state's "pilot classes" for children with special difficulties has been organized.

In addition to this, study groups of parents of these children have been organized and meet regularly, where mutual understanding and free and open discussion have made things easier. It is reported that the first move is the hardest for the parents—the move of admitting that their child is in some way unusual; a little "different." After this is frankly acknowledged, however, the relief of knowing that they are, at last, doing something constructive for their children, rather than hiding the problem, is real relief and source of gratification and pride.

MENTAL retardation of a child is not a matter for shame. It is a matter which, to be conquered, must be faced frankly and courageously.

It's a problem for society (that's all of us) too. Understanding, thoughtful sympathy, support for the continuation and expansion of the necessary special education programs—these are the roles that we all can play.

For there, but by the grace of God, are your children and mine.—E.A.

Ad Gets Results, Including Divorce

Los Angeles — (U.P.) — Mrs. Dorothy Walters, 40, was granted a divorce Thursday when she testified that her husband ran the following ad in a newspaper immediately after she left for a vacation.

"Man, 53, no car, no looks, no job, no qualities, no money, no hero, no nothing, seek congenial companion to go places and do things in pursuit of happiness." Robert Walters, who did not contest the divorce, said he received a great many interesting replies.

Babson ... Advertising and Mergers

By ROGER W. BABSON
Babson Park, Mass.—(Special to Mail Tribune)—There are several reasons for the present epidemic of mergers.



Roger W. Babson

In some cases, taxes are the chief consideration; in other cases they are to reduce costs; and often the cause is to secure additional financing.

But one very potent cause is to be able to afford more advertising, which—in this very competitive era—is the life of trade.

To understand what I mean, let me remind readers that a full-page advertisement of television sets in this or any other newspaper would be the same price to the great Radio Corporation of America as to some new small company which might be manufacturing a better TV set. In the case of a two-page color spread in Life Magazine the price would be approximately \$50,000 for one week. This is a drop in the bucket to R.C.A., but it is a cost which small companies cannot meet.

This is a problem not only to the small company, but also to a medium-sized company with several products to advertise. Successful advertising depends upon continuous advertising. With one product this is far more practical, more efficient, and much less expensive. Let me illustrate by referring to two good but competitive candy products.

Advertising Funds

Of Firms Compared

The Life Savers Corporation has practically only one product, with which every reader is acquainted and for which the company appropriates annually about \$1,000,000 for advertising. The New England Confection Company (trade name Necco) has 20 different products. This means that if Necco should appropriate \$1,000,000 for advertising, this would need to be divided by 20 products. No one of the 20 products might get enough advertising to enable it to be profitable. In fact, by one law of advertising, each product would get only 1/20th of the result instead of 1/20th. This can be remedied only by a reduction in the number of items, or by a consolidation with other candy manufacturers.

Of course, Life Savers would not consider such a consolidation. A merger would have to be with a candy company having similar competitive difficulties but duplicate manufacturing facilities. Then, two competitive products could be marketed under a joint name—without any loss of good will. The machines which were the most efficient would be used for manufacturing the products—working on two or three shifts of labor. Operating expenses would be greatly reduced, while each product would get double the present advertising allotment.

Stock Price Compares

With Advertising Fund

I am continually asked why the stocks of some companies—like General Electric, for instance—sell so much higher than stocks of some smaller electric companies which are not well known but may make a better product. I do not know all the answers to this question, but this I do know: The price of the stock of almost all companies (Hershey is an exception) parallels closely the amount spent upon advertising.

Not only do large advertising appropriations create more business and more profits, but investors like to buy the stocks of companies which they see advertising each week. This not only applies to the prosperity of individual companies; but also to the prosperity of the nation as a whole. When national advertising falls off, business falls off and unemployment increases. I forecast that the day may come when the government will subsidize advertising during a business depression.

Mergers Will Spread

To Retail Stores

Not only will we see many more mergers among manufacturing concerns, but the epidemic will spread to retail stores. Drive down the business street of any city and—with a critical eye—notice the vast number of small retailers. Eighty per cent are barely making a living. When depression comes, the mortality among retailers could be great.

Therefore, I urge retailers to consider mergers. This especially applies to shops which carry the same items and are near one another. Retailers who have no free parking space nearby will be the first to merge. Bankers

reading this column could be very helpful in bringing these needed mergers about. One closing thought: Read your Bible—Proverbs, Chapter 16, Verse 18. This gives the cause of most business failures.

In the Day's News

By FRANK JENKINS

For a change today, let's talk briefly about the stock market. Its behavior of late has been MOST interesting.

FOR weeks before the election its trend had been downward.

I think it will be just as well not to go into that. At best, the answer can be only a matter of opinion. The stock exchanges in our country, led by the great New York Stock Exchange, are open, bid-and-take markets in which buyers and sellers meet. In any bid-and-take market, such as an auction, prices tend to rise when buyers are more numerous than sellers. They tend to fall when sellers outnumber buyers.

So let's say merely that in the weeks preceding the election sellers of shares representing units of ownership in the larger business enterprises of our country were more numerous than buyers.

FOLLOWING the election, this trend was reversed. As soon as the results were generally known, prices bounced sharply upward. With occasional pauses, this trend has continued. There was a faint sinking spell on Monday of this week, but prices as reflected by the averages resumed their upward movement on Tuesday and rose moderately again Wednesday.

AGAIN the question: Why?

The answer of the cynics was INFLATION. The Democrats, they said, were back in control of both houses of congress. The New Deal Democrats, they reasoned, seeking to bring back the boom, would light again the fires of inflation so that prices would rise again and wages would rise again and once again we would have the ILLUSION of great prosperity.

So—

The cynics proclaimed—

People were rushing into the markets to buy ahead of the supposedly inevitable inflationary rise in security prices.

THAT conclusion appears to be weakening. It is being replaced by this more optimistic conclusion:

The election, after all, indicated no sharp turn away from the Eisenhower middle-of-the-road policies. The vote was VERY close. The Democratic majority in both houses of the Congress will be slim—so slim that the possibility of overriding a Presidential veto is remote.

The President will be quite likely to veto any legislation aimed at an upset of any of his basic policies. It appears altogether likely that in the new Congress that will assemble in January the Republican moderates will be joined by the Southern conservatives, as has been the case in most recent Congresses.

That combination will probably be powerful enough to defeat any attack on the basic Eisenhower policies which are aimed at orderly readjustment from wartime conditions to a normal peacetime economy.

WITH the election out of the way and the fevers that it excited gradually subsiding, a new school of thought is arising. It embodies these growing beliefs:

War, while still an ever-present possibility, appears less likely than in the years of the immediate past.

Western Europe, with which our ties have always been close, is recovering from its devastation. Hope there is taking the place of despair.

Our population is growing rapidly. New technologies are coming into use. Our economy is expanding. Barring war, this expansion can be expected to continue for at least the next two or three decades.

And so on.

The result of this new thinking is NEW CONFIDENCE IN THE FUTURE OF OUR COUNTRY.

So—

Getting back to the stock market—

Our people, with their confidence in our future strengthened, are increasing their holdings in the securities of our industrial and commercial and agricultural enterprises because they believe these securities are a good investment.

That seems to be the new thinking.

It is HOPEFUL thinking.

Is That So?

A nature puzzler. Crack this riddle by No. 2 and you're an expert; by No. 4 is excellent; No. 6 is good. The solution is tucked away in the last paragraph, but no peeking.

1. A migrant, some of us travel 6,000 miles a year. A carnivore of enormous appetite I may bolt down alive up to one-third of my weight in a day. My offspring may double its weight within the first 10 days. Males are sometimes eight times heavier than females. I absorb water through my pores.

2. My feet are paddle-like, and webbed between the five toes and fingers—that's for swimming, and I can churn up 15 miles an hour when pressed. As for my youngster, however, he must be taught how to swim. I can remain submerged up to 20 minutes—to conserve oxygen during these long dives, my normal heart-beat of 150 slows down to 10 a minute.

3. I yield a considerable amount of animal oil to the trade and we've surrendered our fur coats to the females of the human species by the millions. Although my home is the sea, I am never independent of land. On shore, I galumph along on my belly, about five miles and hour.

4. My colors run mostly from gray to brown. I am torpedo-shaped. When I dive, without making a ripple, our nostrils and ears have valves which close automatically. Our eyes are specialized for seeing in water.

5. While males make a short 200-mile run or so to the mainland to spend the winter, we females take our pups over 2,000 miles off Southern California or Korea. Navigation-wise, our feat of finding our ancestral island rookeries in the fog-grit Bering sea is supposed to be the most remarkable of animal migrations.

Welcomed Ashore

6. With rumbling roars and deafening bellows, the thousands of beachmasters welcome us ashore with outstretched arms—I should say flippers, and I may join up to 100 cows, the largest harem, incidentally among mammals in the world. Because eager bachelors are always lurking around in the background, the bull stands guard and may go without food and water for 60 to 90 days, losing tremendous weight. But then, to begin with he may weigh up to 700 pounds and lot of this is blubber.

7. Within hours of my arrival from the long trip north, I give birth to a pup, usually one, and he's about 10 pounds. Then, I may again conceive within a few days in my second, rested womb. Some people think it a seemingly impossible task for me to pick out my own blue-eyed black pup among the thousands upon thousands when I return from a three-day foraging trip.

8. After the three-day wait, when my youngster nurses, he may swell up almost double his size. The milk, perhaps, is the richest of any mammal—it's almost half butterfat, 12 times as much as a cow's, and contains from three to four times as much protein matter. When through feeding, he sucks his thumb contentedly—I mean, his fin.

Polar Bears Enemies

9. Polar bears, sharks and the much more fearsome killer whale are my enemies. The latter in pursuing us to the Pribilof Islands may easily swallow one of us whole—what am I saying?—as many as 24 of us for a single meal, which as furs go, makes a \$1,200 meal. As for us, our mainstay is herring.

10. I am the only fur-bearing seal in the northern hemisphere,

By Eugene Burns
Ranger-Naturalist



and that has been my undoing.

However, treaties have been made to preserve my kind and I again number in the millions. For the trade, my stiff outer hair must be removed and the soft, silky, underhair is dyed to a rich brown color.

(Copyright, 1954, by Eugene Burns)
(Released by McClure Newspaper Syndicate)

Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award each week to the reader who sends me the best question on nature and wildlife a complete 30-volume set of this world-famous reference work in a handsome Sealcraft binding. Each week new questions will be considered. Sorry, I simply can't answer your many friendly letters. Please address your questions to: IS THAT SO? care Medford Mail Tribune, Box 575, Sausalito, Calif.

Traffic Violators Get 'Ball' on Town

Palmetto, Fla.—(U.P.)—Mr. and Mrs. Robert W. Sullivan were arrested Thursday for driving through a red light.

The Gary, Ind., couple was amazed when Judge Robert Marshall sentenced them to lunch and dinner at local restaurants, flowers from a florist shop, a box of candy, car wash, night's lodging and a conducted tour of the town—all at the city's expense.

UNITED... Fastest Along the Coast and to the East!

SAN FRANCISCO 1 3/4 hrs.
SEATTLE 3 1/4 hrs.
via United connecting service to
DENVER 6 1/4 hrs. **CHICAGO** 10 1/4 hrs.
NEW YORK 12 1/4 hrs.

2 flights daily both North and South in the world's most advanced twin-engine airliner—United's Convair Mainliner.

Airport terminal, IN MEDFORD
CALL 3-3643 or an authorized travel agent.

Save \$95.00

KIRBY —Sanitation System
—Vacuum Cleaner
—Polisher and Attachment

Cost new \$174.85
Our Price \$79.85
YOUR SAVING \$95.00
USED ONLY 2 MONTHS
GUARANTEED 1 YEAR

Save \$50.00

APEX NEW POWERFUL

List Price \$139.95
Sale Price 89.95
YOU SAVE \$50.00

THESE AND MANY OTHERS AT A SPECIAL THANKSGIVING SAVINGS FOR YOU

FREE OVEN READY
With the Purchase of Any Vacuum Cleaner \$39.95 Or Over

Phone 2-4998

STARK'S
VACUUM CLEANER
SALES & SERVICE

1111 N. RIVERSIDE

5501

COMPLETE REPAIRS AND ACCESSORIES FOR ALL MAKES OF VACUUM CLEANERS!

11-19-54

Dr. G. A. Dierdorff

Osteopathic Physician & Surgeon

Announces Change of Office

from Suite 209 to

Suite 214 in Medical Center Bldg.